

**Amendments To Claims:**

This listing of claims will replace all prior versions and listings of claims in the application.

**Listing of Claims:**

1. (Currently Amended) A method of allocating income to a user savings account and to payees and monitoring purchasing activity of a consumer, said method including:

determining, by a computer-based system having a processor and non-transitory memory for maximizing savings, and based upon user savings goal information and user income information, a savings amount for transferring to a user savings account, wherein said savings amount is at least a portion of user income, and wherein user financial information comprises said user savings goal information, user debt information, user budget information and said user income information;

analyzing, by said computer-based system, said user debt information to determine a plurality of outstanding debt payments;

determining, by said computer-based system, a plurality of penalties by analyzing, for each of said plurality of outstanding debt payments, a penalty associated with at least one of a payment amount and a payment timing;

determining, by said computer-based system and in response to said transferring said savings amount, a payment hierarchy based upon said savings amount, said plurality of penalties and at least one of: said payment information, said user savings goal information and said user income information, wherein said payment hierarchy minimizes said plurality of penalties and includes a payment priority, a payment amount and a payment timing; and

obtaining, by said computer-based system, purchase data from a retailer system, wherein said purchase data is correlated to a budget item within said user budget information; and

reconciling said user budget information.

2. (Cancelled)

3. (Previously Presented) The method of claim 1, further comprising establishing said budget item by:

accessing a remote processor to select said budget item;

receiving a standard identifier for said budget item;  
storing said standard identifier; and  
allocating funds for said budget item.

4. (Previously Presented) The method of claim 1, wherein said budget item is selected by designating one of a product category and a specific product.

5. (Previously Presented) The method of claim 3, wherein said standard identifier is one of a retailer identifier (ID) and a manufacturer item identifier.

6. (Previously Presented) The method of claim 1, wherein said obtaining said purchase data comprises uploading said purchase data using a device which includes a smartchip.

7. (Previously Presented) The method of claim 6, wherein said device comprises at least one of a smartcard and a transponder.

8. (Previously Presented) The method of claim 1, further comprising alerting at least one of a consumer and a third-party when said reconciling determines that one of over-spending or under-spending has occurred.

9. (Canceled)

10. (Currently Amended) A system for maximizing savings comprising:

a network interface communicating with a non-transitory memory, said network interface configured to receive user financial information, wherein said user financial information comprises user savings goal information, user debt information, user budget information and user income information;

said memory communicating with a processor; and

said processor, when executing a computer program, is configured to:

determine, based upon said user savings goal information and said user income information, a savings amount for transferring to a user savings account, wherein said savings amount is at least a portion of user income;

analyze said user debt information to determine a plurality of outstanding debt payments;

determine a plurality of penalties by analyzing, for each of said plurality of outstanding debt payments, a penalty associated with at least one of a payment amount and a payment timing;

determine, in response to said transferring said savings amount, a payment hierarchy based upon said savings amount, said plurality of penalties and at least one of: said payment information, said user savings goal information and said user income information, wherein said payment hierarchy minimizes said plurality of penalties and includes a payment priority, a payment amount and a payment timing; and

obtain purchase data from a retailer system, wherein said purchase data is correlated to a budget item within said user budget information; and

reconcile said user budget information.

11. (Currently Amended) A tangible, non-transitory computer-readable medium having computer-executable instructions stored thereon that, if executed by a computer-based system for maximizing savings, cause the computer to perform operations comprising:

determining, by said computer-based system and based upon user savings goal information and user income information, a savings amount for transferring to a user savings account, wherein said savings amount is at least a portion of user income, and wherein user financial information comprises said user savings goal information, user debt information, user budget information and said user income information;

analyzing, by said computer-based system, said user debt information to determine a plurality of outstanding debt payments;

determining, by said computer-based system, a plurality of penalties by analyzing, for each of said plurality of outstanding debt payments, a penalty associated with at least one of a payment amount and a payment timing;

determining, by said computer-based system and in response to said transferring said savings amount, a payment hierarchy based upon said savings amount, said plurality of penalties and at least one of: said payment information, said user savings goal information and said user income information, wherein said payment hierarchy minimizes said plurality of penalties and includes a payment priority, a payment amount and a payment timing; and

obtaining, by said computer-based system, purchase data from a retailer system, wherein said purchase data is correlated to a budget item within said user budget information; and  
reconciling said user budget information.